RETAIL

Gottschalk headed for Carson City

By Susan Skorupa
GAZETTE-JOURNAL

A California department store chain plans to open a store in Carson City next year, taking space that JCPenney will vacate next week when it moves to new quarters.

Gottschalk's would totally remodel the store in the Carson Mall and possibly open in early 1995, said Joe Levy, president of Gottschalk's in Fresno, Calif.

"There will be extensive remodeling," Levy said. "It will be like a new building by the time we get done with it."

The Fresno-based chain announced nearly three years ago that company officials were looking for a store site in Reno and narrowed their search to Park Lane Mall. So far, there's been no action on those plans.

The opportunity in Carson City came up first, Levy said. But Gottschalk's still hopes to open a Reno store in the furture, he said.

Carson City Chamber of Commerce director Larry Osborne said Gottschalk's will make a good addition to the city's retail mix and it's shaping up as a regional shopping center.

"Gottschalk's is a fine department store with an excellent reputation," he said. "It's what we'd like to see come in and balance out the type of retail sector we're becoming.

"We're real excited they've apparently stepped forward and made a move to come to this area. A lot can go on between now and then. We always like to wait until we see the doors open, but it's excellent for the entire community."

The chain operates more than 20 stores in California. In Reno, it would compete with retailers such as Macy's and Weinstock's.

Penney's is vacating the Carson Mall location in a few days to move to larger quarters at Southgate Shopping Center on U.S. Highway 395 between Eagle Station Lane and Clearview Drive.

Wal-Mart has operated its first northern Nevada store in that mall since July 1991.

The new Penney's opens Aug. 3 with 83,440 square-feet of space, compared with about 60,000 square-feet in the existing store. The new store will emphasize apparel and home furnishings, including national brand names and Penney's own private labels.

JCPenney catalog service will be through an in-store order center.

In addition to a 12-stall hair styling salon, the new store includes luggage, bath and sleep shops, curtains, draperies, children's and infant's apparel and active sports wear.

The new store will employ a staff of 150 with about 35 new positions.